

## **WEAK BASE MODIFICATION OF POROUS INK-JET MEDIA COATING FOR ENHANCED IMAGE QUALITY**

### **ABSTRACT OF THE DISCLOSURE**

5

A method for the preparation of a print medium that helps to reduce unwanted print artifacts such as bronzing, gloss non-uniformity, print smudging, and coalescence. Specifically, a method can comprise a step of preparing a coating composition with an acidic pH and a step of coating a media substrate with the coating composition to form an ink-receiving layer thereon. The coating composition can comprise a dispersion of inorganic particulates, a polymeric binder, and a weak base comprising a salt of an alkali metal and a weak acid. The weak base generates gas bubbles in the coating composition as a result of the acidic pH.

10